

Press release

September, 2019

## ExpoFerretera successfully closed its 15th edition

Carolina Del Pozo  
Tel. +54 9 11 4514 1400  
prensa@argentina.messefrankfurt.com  
www.argentina.messefrankfurt.com  
www.expoferretera.com.ar  
Press and Communication Manager  
Natalia Porta

**During four days 235 companies presented the latest news from the industry to 15.427 professionals, business professionals, shopkeepers and hobbyists.**

A new edition of ExpoFerretera, the International Hardware, Plumbing Parts, Paint and Construction Material Trade Fair, that was carried out on August 28-31 in Costa Salguero Center of Buenos Aires, came to an end. The event gathered the whole market of manufacturing and import of products for construction and machinery for home and industrial use and it consolidated once again as the main event of the sector in South America.

In spite of the complex economic situation the country is undergoing, the fair celebrated its fifteenth edition in a row in a 14,500 sqm space and it had the participation of 235 exhibitors from Argentina, China, United States, and Mexico. In turn, it received the visit of 15.427 business professionals, professionals, shopkeepers and hobbyists from Argentina, Bolivia, Brazil, Chile, China, Colombia, India, Italy, Panama, Paraguay, Romania, United States and Uruguay, who saw the latest developments in terms of products and services, apart from generating contacts and doing business. On the other hand, ExpoFerretera 2019 also had the support of more than 50 entities that sponsored the event.

### Welcome words

In the opening ceremony, the President and CEO of Messe Frankfurt Argentina, Fernando Gorbarán, said: "We succeeded in carrying out ExpoFerretera uninterruptedly and to make it part of a global network of events that Messe Frankfurt organizes worldwide. For this reason, we thanked national and international exhibitors that go on trusting in the exhibition."

Meanwhile, the President of the Argentine Chamber of Hardware Stores and Related Products (CAFARA), Juan Carlos Mariño, stated: "we thanked all for the great effort and we know the strength and value of hardware shopkeepers. There is a very important value chain in which there are national manufacturers, dealers, exporters, service providers, hardware shops and consumers. It is increasingly strengthened and it will very difficult to break it. We are sure of ExpoFerretera and the whole

Indexport Messe Frankfurt  
Luis María Campos Av. 1061 - P 5°  
C1426BOI, Buenos Aires  
Argentina

sector success.”

### **The business in the middle of the scene**

During ExpoFerretera, the exhibiting firms took part of the **International Matchmaking Programs**, in which 125 meetings with buyers from Mexico, Honduras, Peru, Bolivia and Colombia were carried out. The activity was organized by Messe Frankfurt Argentina jointly with the Argentine Agency of Investments and International Commerce. The event also had the presence of 40 small and medium companies in **Living Ferretero**, a space especially devoted for entrepreneurs and small companies to present their mono products.

In parallel to **ExpoFerretera**, it was carried out **ExpoCehap**, the Locks and Decorative Hardware Trade Fair and **ExpoMant**, Products for the maintenance of houses, buildings, shops, industry and architectural restoration Trade Fair.

In Argentina, the hardware sector gathers approximately 14,000 companies that range from individual shops to companies that exceed 150 workers, thus employing a total of 34,000 people. Approximately, 90% of the sector companies are neighborhood hardware shops, while around 10% are industrial hardware shops and wholesalers represent only 1% of the total.

The geographic distribution of the companies is strongly related to population density and industrial development, being the regions that concentrate the greater number of sales points the central area of the country, made up by Buenos Aires Metropolitan Area, Buenos Aires, Córdoba and Sante Fe.

### **Launchings and professional updating**

During three days the exhibiting companies gave a total of 17 lectures, new products presentations and demos.

CAFARA, in turn, organized training sessions on negotiation with suppliers, digital marketing for hardware shops, price list automation and data optimization to get customers.

### **The support of the main players**

#### **Ariel Starosielski - Marketing and Product Manager STARTEX**

“We are surprised with the exhibition summoning these days in which there seems to be a “black cloud” above Argentina. However, here the mood is different, people is working and seeking long-term relationships. It is surprising that you remember all that is taking place in the country when we go out of the exhibition, because inside we are all here thinking in working hard. We generate new contacts and we are very pleased with the summoning and with the response we received from our visitors. We will take part again, we have been doing this since 1996. We would like to thank the organization because we see a growing exhibition and

ExpoFerretera  
15° International Hardware, Plumbing  
Parts, Paint and Construction Materials  
Trade Fair  
Costa Salguero Center  
Buenos Aires, August 28 - 31, 2019

we notice all their effort to make of if a great exhibition!”

**Carlos Palmieri - General Manager**

**JACTO ARGENTINA**

“After several years, we are participating again in ExpoFerretera. We had an excellent result. One of our main aims was to contact new dealers. We were pleasantly surprised by the number of visitors. With this result, I am very optimistic in a bad time for the country, thus we will surely take part in the next edition. The result we had in terms of number of visitors and of people interested in our products were excellent, we are more than pleased and with very good expectations for the next one.”

**Aldo Hernez - Commercial Manager**

**BESTCHEM**

“We are very pleased with the flow of visitors we have received, visitors from Buenos Aires and many people from the interior of the country. We saw a good recognition of visitors in all the demos we are carrying out, people are very interested. We could close business, we got new customers and we will surely be present in the next edition. We were really very pleased and we have exceeded our expectations.”

**Fernando Colosio - Commercial Manager**

**LUSQTOFF**

“We believe this is the proper environment to meet our customers, we are glad to receive them, honor them and do business. The exhibition is very fruitful, the audience exceeded the expectations. We will surely be present in the next edition, to be near the customer since this is the suitable place for this”.

**Luis Di Base - Product Manager**

**MUNDITOL + ECHO**

“Based on a very good experience in 2017, in this edition we decided to expand and offer a demo area. We believe this is the ideal place to show ourselves and make new contacts. We have had more visits in the booth than in the previous edition. We will surely be back in 2021”.

**Martn Carrone - Commercial Manager**

**TORNILLO ALVEAR**

“This is the first time we take part in ExpoFerretera. We got very good results, such as new contacts and a greatest reach at national level. The kind of audience that visits the fair is varied. We will take part again, since this was a very important starting point for Tornillo Alvear, thus we will see in the next edition!”

ExpoFerretera 2021 will take place on August 25 - 28 in Centro Costa Salguero, Buenos Aires, Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 14 years will not be admitted, even if attending with an adult. Baby strollers are allowed.

ExpoFerretera  
15° International Hardware, Plumbing  
Parts, Paint and Construction Materials  
Trade Fair  
Costa Salguero Center  
Buenos Aires, August 28 - 31, 2019

**Further information:**

[www.expoferretera.com.ar](http://www.expoferretera.com.ar)

**Press information and photographic material:**

<https://expoferretera.ar.messefrankfurt.com/buenosaires/en/prensa.html>

**Links to websites:**

[www.facebook.com/ExpoFerreteraAR](http://www.facebook.com/ExpoFerreteraAR) |

[www.twitter.com/ExpoFerreteraAR](http://www.twitter.com/ExpoFerreteraAR) | [www.instagram.com/expoferreteraar](http://www.instagram.com/expoferreteraar)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

ExpoFerretera  
15° International Hardware, Plumbing  
Parts, Paint and Construction Materials  
Trade Fair  
Costa Salguero Center  
Buenos Aires, August 28 - 31, 2019